

Public Transit

Ed Zuercher, Director

Ed.zuercher@phoenix.gov

Program Goal

Public transit means access to jobs, school, shopping, church, family and friends. Public transit means reduced air pollution, congestion, and commuting stress. Public transit means dedicated staff developing creative solutions and exciting new services. Public transit links people and communities while enhancing the quality of life in the Valley.

The City of Phoenix is a member of the Valley Metro system. Valley Metro members work together to promote seamless, efficient, convenient public transit service across city boundaries.

"Public Transit – It's How You Get There"

Key Services

- Local bus service – 15-18 hours a day, seven days a week
- Dial-a-Ride service – provided for persons with disabilities, seniors, and those eligible for ADA services
- Bus Rapid Transit service – an enhanced express service for commuters traveling to and from Phoenix central business corridor to start in 2003
- Light Rail Transit service – an efficient mass transit option planned to start in 2006.

•Circulator service – smaller vehicles that move people to community destinations in residential areas or throughout a defined business-oriented area

•Transit centers and facilities – new transit centers built and existing facilities upgraded

•Other transportation improvements – additional bus bays, bike lanes and left turn arrows

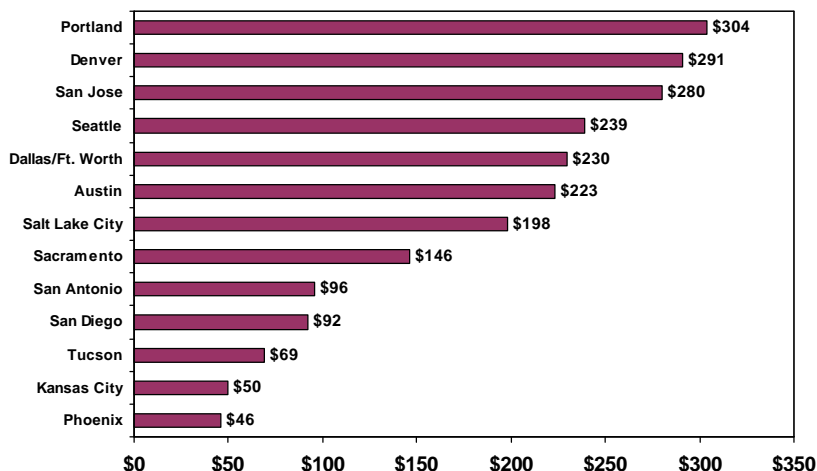
•Support services – radio communications, security, trip planning, marketing and customer service

Phone 602-262-7242

Transit Info: 602-253-5000

www.ValleyMetro.org

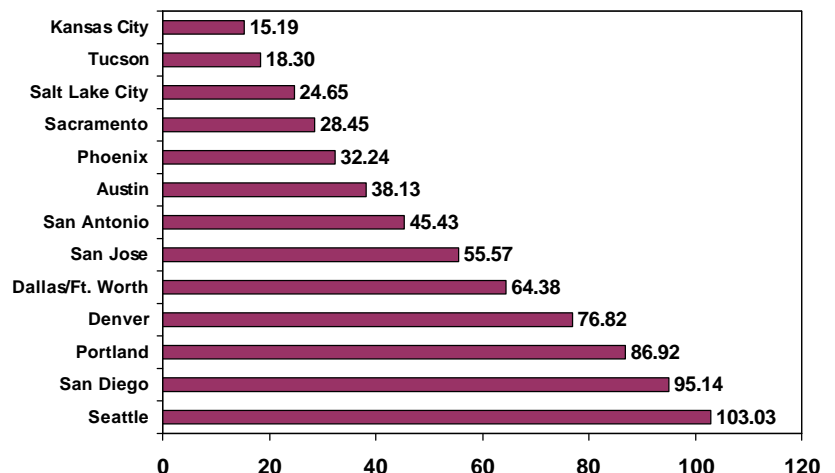
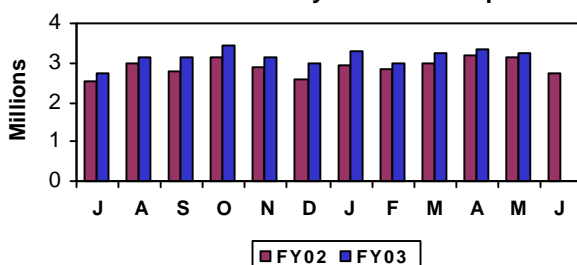
Amount Spent on Transit Per City Resident



Annual Ridership (in millions)

Source: 2000 National Transit Database

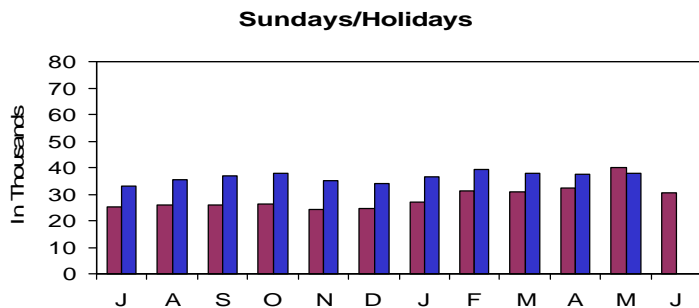
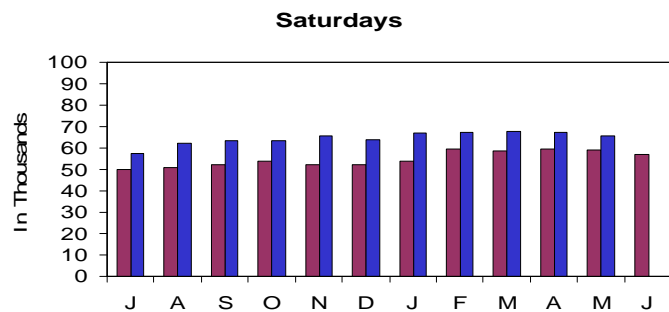
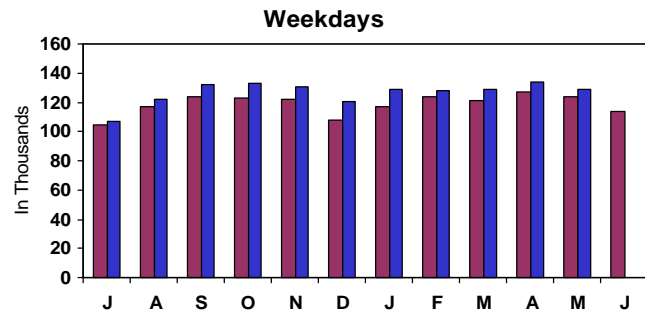
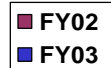
Phoenix Monthly Total Ridership



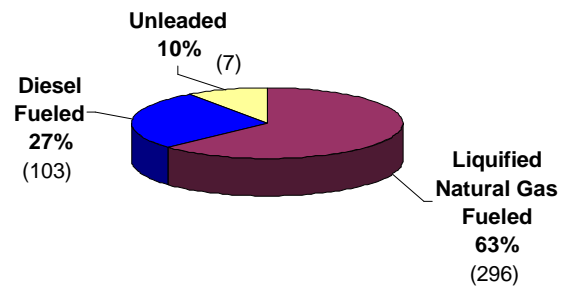
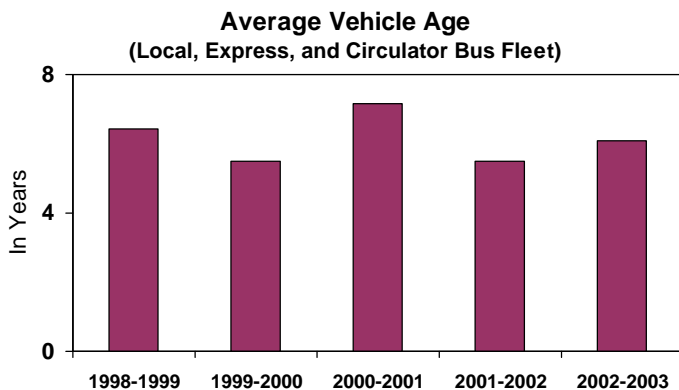
Public Transit $\frac{3}{4}$ continued

Local Bus (Fixed Route) Ridership

AVERAGE DAILY RIDERSHIP

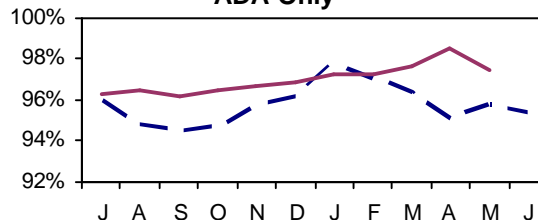


Vehicle Statistics



Public Transit $\frac{3}{4}$ continued

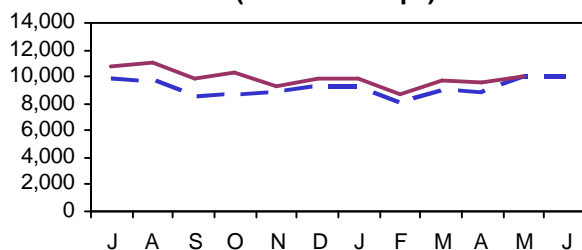
Phoenix Dial-a-Ride

Dial-a-Ride On-Time Performance
ADA Only

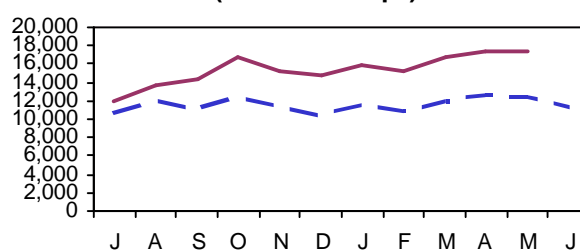
Demand Service: Phoenix elected to provide dial-a-ride transportation services that exceed what is required by the ADA. Dial-a-Ride demand service provides shared-ride public transit to seniors and persons with disabilities who do not qualify for ADA service or who are not ADA certified.

ADA Service: The Americans with Disabilities Act (ADA) of 1990 requires public transportation agencies to provide paratransit service - which complements regular fixed-route service - for individuals who do not have the functional ability to ride public transit buses. Dial-a-Ride ADA service provides shared-ride public transit that complies with the requirements of the ADA.

Demand (Non-ADA Trips)

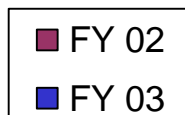
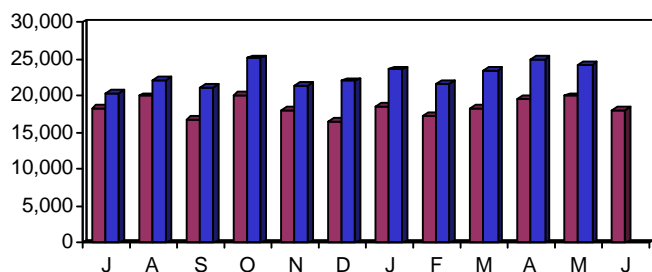


ADA (Reserved Trips)

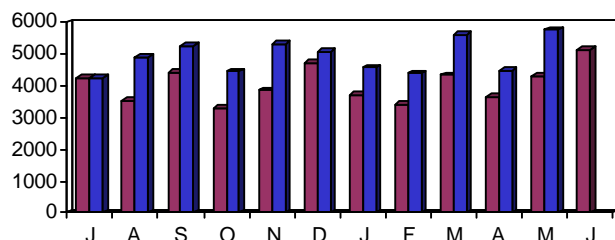


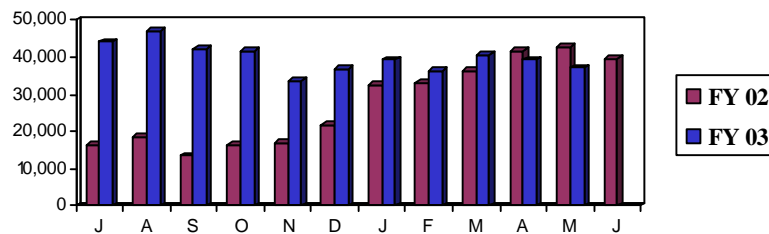
Dial-a-Ride Ridership

Monday - Friday

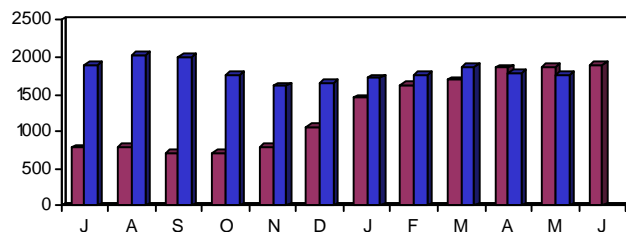
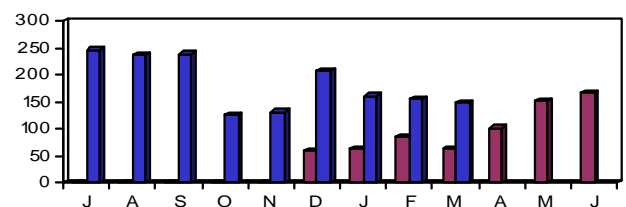


Weekends/Holidays

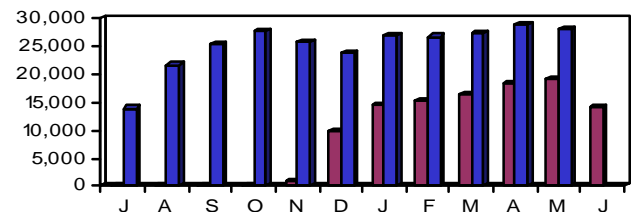


Public Transit $\frac{3}{4}$ continued**Copper Square DASH (Downtown Area Shuttle)****Monthly Total Ridership**

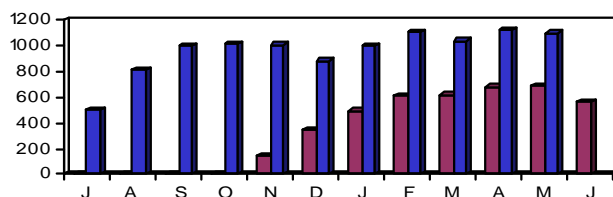
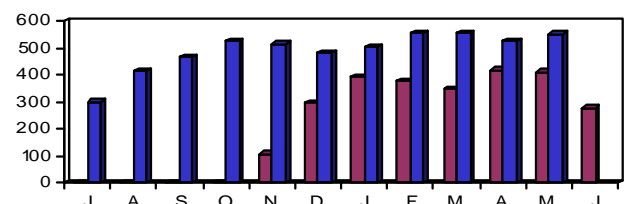
Weekend/holiday service began in December 2001

Average Daily Ridership - Monday thru Friday**Average Daily Ridership - Weekend/Holiday****ALEX (Ahwatukee Local Explorer)**

■ FY 02
■ FY 03

Monthly Ridership (in thousands)

ALEX service was implemented November 23, 2001.

Average Daily Ridership - Monday thru Friday**Average Daily Ridership - Weekend/Holiday**

Interesting Facts About Our Customers: (The data below is from the On Board Origin and Destination Survey that is conducted approximately every five years for the purpose of learning more about the people we serve.)

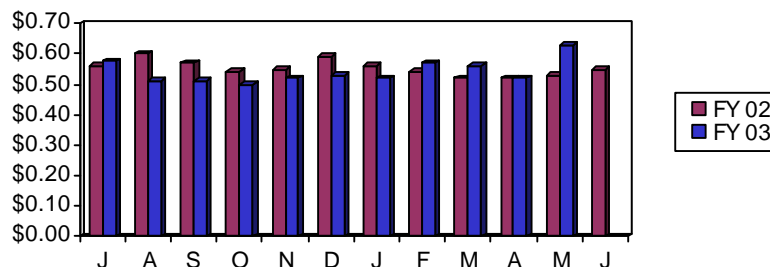
	2001	1995	1991	1986
Average Age (years)	34.3	32.8	32.8	31.7
Average Education (years)	13.1	12.8	13.2	12.8
Male	50%	49%	50%	45%
Female	50%	51%	50%	55%
Employed (at least part-time)	75%	72%	68%	70%
Annual household income	54%	49%	57%	46%

Public Transit $\frac{3}{4}$ continued

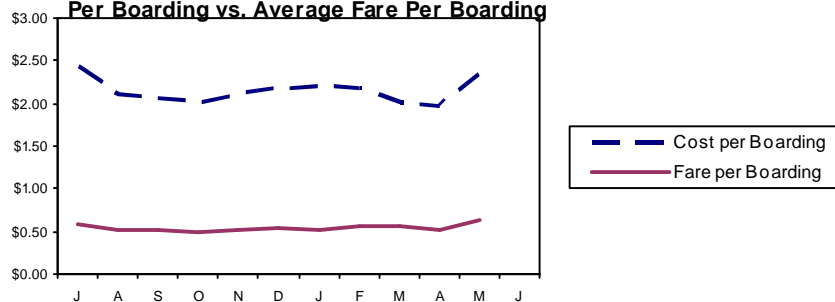
Bus Fare Information



Average Fare Per Passenger



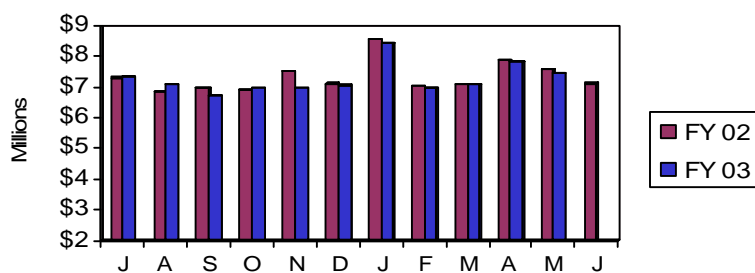
Local Bus (Fixed Route) -- Average Cost Per Boarding vs. Average Fare Per Boarding



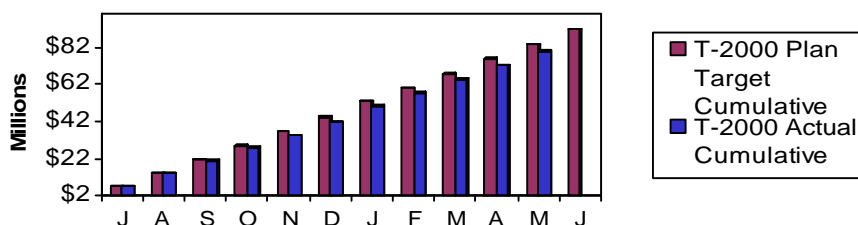
Transit 2000 Revenue Report

(0.4% Sales Tax Collections only – does not include farebox recovery or other funding sources)

Transit 2000 Revenue



Transit 2000 Revenue FY 03 Target vs. Actual



Public Transit ³/₄ continued

Interesting Facts About Our Customers: (The data below is from the On Board Origin and Destination Survey that is conducted approximately every five years for the purpose of learning more about the people we serve.)

Trip Destinations	2001	1995	1991	1986	1980	1976
Home	25%	43%	36%	42%	41%	34%
Work	40%	24%	30%	29%	28%	24%
Middle/High School (a)	7%	10%	10%	10%	12%	5%
Shopping (b)	6%	6%	10%	8%	14%	16%
Personal/Recreational	8%	4%	2%	0%	0%	0%
Medical Appointment	2%	3%	1%	0%	0%	0%
College/University	4%	2%	N/A	N/A	N/A	N/A
Other	7%	8%	11%	11%	5%	21%

(a) Prior to 2001, this option was titled "School"

(b) Prior to 2001, this option was titled "Shopping/Errands"

Comments/Highlights

Metro Magazine Recognition – The City of Phoenix Public Transit Department has been named one of the 10 most improved transit systems in the United States by Metro Magazine, an industry publication. Increased ridership, Sunday service and RAPID rollout were cited in the article.

Valley Metro Rail Naming – The public was asked to submit names for the new light rail service scheduled to begin construction later this year. A committee representing the cities of Phoenix, Mesa, Tempe and Glendale, Valley Metro Rail and Valley Metro condensed the choices from over 7,000 to nine. The names will be tested through focus groups and other means. The following names are being considered by the Valley Metro Rail board:

A-Train (Arizona Train)	Silverlink
Link	Sol Rail
MARC (Maricopa/Metro Area Rail Connection)	Via
MAX (Metro Area Express)	V-Train
Railrunner	